

Transfer Conference for Counselors

Wednesday, March 22, 2023



A11Y 4/17/23



California Community Colleges

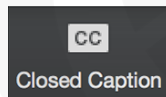
Welcome & Housekeeping

Tech Support

Tech Support is available, via email: conferences@foundationccc.org

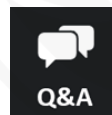
Closed Captioning

Click the Closed Caption (CC) tab to read live captions



Q&A

Click the Q&A tab to enter questions for the presenters and read their responses. Some questions will be answered live at the end of this session.





All of today's presentations will be recorded and accessible on the Transfer Counselor Website (TCW) under "Transfer Counselor Conferences."

ccctransfer.org



California Community Colleges



I CAN
go to college.

Transfer Counselors
Conference

March 22, 2023



California
Community
Colleges

ICanGoToCollege.com Statewide Outreach and Marketing Campaign

- Introductions and Campaign Background
- Advertising, Outreach and Media Relations
- Informational and Promotional Materials
- ICanGoToCollege.com Website
- Looking Ahead – Discussion and Brainstorm



CAMPAIGN BACKGROUND

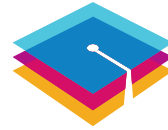
Target audiences: ages primary/secondary

- Low-middle income
- Latino/Hispanic
- Black/African American
- Asian American/Pacific Islander
- American Indian/Alaska Native (new in 2021)
- Foster Youth
- Veterans

Campaign activities include:

- Advertising
- Partnerships/Events
- Social Media
- Free Informational Materials
- Media Relations

icanaffordcollege.comSM



**A Degree With A
Guarantee.comSM**
*Associate Degree
for Transfer*



California
Community
Colleges

Career
Education



California Community Colleges

ADVERTISING & OUTREACH



California Community Colleges

PAID ADVERTISING

Platforms:

Radio

Television (World Cup)

MLB Spring Training (April)

Connected TV

Digital Video

Digital Display Banners

Paid Social

Streaming Audio

Paid Search

Out Of Home

Print



AIRPORTS



I CAN
transfer to my
dream university.

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Enroll today at
ICanGoToCollege.com



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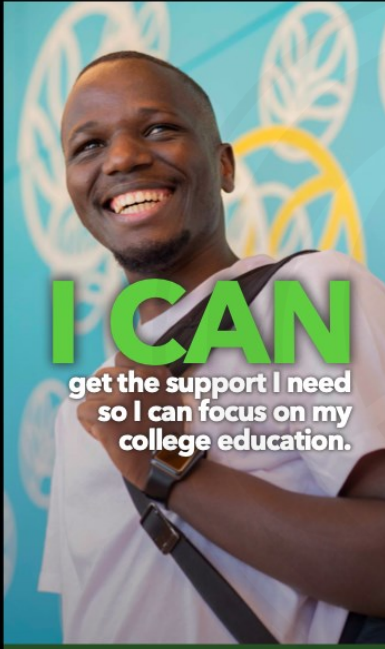
COLLEGE KIOSKS



I CAN
finish what I started.

You're a college student working toward your higher education goals, but that doesn't mean there aren't obstacles in your way. Keep on track with resources like year-round financial aid, academic counseling, childcare, transportation, emergency housing and even free groceries. Stay enrolled and get connected to the support you need to make your dreams a reality. Visit the basic needs coordinator or financial aid office right here on campus and get the help to finish what you've started.

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I CAN
get the support I need
so I can focus on my
college education.

You're a college student working toward your higher education goals, but that doesn't mean there aren't obstacles in your way. Keep on track with resources like year-round financial aid, academic counseling, childcare, transportation, emergency housing and even free groceries. Stay enrolled and get connected to the support you need to make your dreams a reality. Visit the basic needs coordinator or financial aid office right here on campus and get the help to finish what you've started.

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HIGH SCHOOLS

Open the door to your college education. At a California community college you can access year-round financial aid, real-life experience in more than 200 career education programs, and transfer to a guaranteed saved spot at a four-year university. Learn more and enroll today at ICanGoToCollege.com

ICanGoToCollege.com



California Community Colleges

An advertisement for ICanGoToCollege.com. It features a young woman with long dark hair, wearing a brown sweater and blue jeans, smiling and holding a tablet. The background is a blurred outdoor setting. The text 'I CAN' is in large green letters at the top, followed by 'go to college while still in high school.' in white. At the bottom, there is a green banner with white text providing details about dual enrollment classes and a link to the website.

I CAN
go to college
while still in
high school.

Get a head start by taking dual enrollment classes at your local community college while you're still in high school. Free for most students, this is the perfect opportunity to explore majors and careers, and earn credit toward your degree while gaining the skills you need to thrive in college. Learn more and enroll today at ICanGoToCollege.com

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California Community Colleges

DIGITAL AND SOCIAL MEDIA



ICAN
transfer to
a four-year
university.

ENROLL NOW



California Community Colleges

**Transfer with a degree
and a guarantee.**

**Enroll today at your local
community college.**



California Community Colleges



California Community Colleges

California Community Colleges Month

Advertising

- High schools
- Airports
- Colleges
- Social media
- Digital, radio, video (streaming)
- iHeart DJ spots

Outreach

- Seal
- Social media toolkit
- Career education (adult learners)
- High schools
- Guaranteed transfer
- Financial aid
- Email amandajdavis10@gmail.com for more information



California Community Colleges

Black Student Success Week 2023

April 24 – 28, 2023

Daily practitioner webinars

- Supporting student success
- Advocacy
- Labor and jobs
- Practitioners and best practices

Daily student-centered webinars

- Basic needs
- Community College Day (transfer)
- Career education (adult learners)
- Cash for College virtual workshop
- Financial literacy
- Be on the lookout for updates on the CFAO-All and CSSO-All LISTSERVs and email amandajdavis10@gmail.com for more

MONDAY, APRIL 24

Basic Needs Workshop

Get info on food, housing, transportation, and academic resources and services to help you succeed.

TUESDAY, APRIL 25

Meet the Employer

Graduating high school or plan to return to college? Learn about the more than 200+ high paying and in-demand career education programs available at California community colleges and hear directly from hiring employers.

WEDNESDAY, APRIL 26

Community College Day

Whether you're a high school student or an older student looking to return to college, get information on why community college is a smart option and see how you can achieve your dreams starting today.

THURSDAY, APRIL 27

Cash for College Workshop

The California Community Colleges is partnering with the California Student Aid Commission (CSAC) to help students of all ages with the types of financial aid they can qualify for. Participants will also receive assistance completing the FAFSA.

FRIDAY, APRIL 28

Financial Literacy

Learn top money management tips and how to make your money go further. This session will help students understand how to better manage finances, basic budget principles and how to keep good credit financial pitfalls and graduate debt free.

For more information, visit [ICanGoToCollege.com](https://www.icango.college.com)

BLACK STUDENT HOUR

5 - 6 PM



<https://linktr.ee/blackstudentsuccessweek>
Daily virtual webinars for all ages
(same link for each day)

**WIN PRIZES, SCHOLARSHIPS,
& ENTER IN SWEEPSTAKES**

BLACK
STUDENT
SUCCESS
WEEK

THE BLOCK HOUR
RACIAL EQUITY IN EDUCATION

FOLLOW US ON



@CACCommunityColleges



@CACCommColleges



@CalCommColleges



@californiacommunitycolleges

#TheStudentHour
#TheBlackHour
#BlackStudentSuccessWeek



California Community Colleges

HIGH SCHOOL COUNSELOR NEWSLETTER

- Monthly e-newsletter
- New format!
- More than 5,000 counselors and superintendents statewide
- Topics and suggestions
- Transfer timeframes/deadlines and key messages to consider
- Looking ahead – HS counselor lunches/in-person
- Please send suggestions to pdorr@cccco.edu or amandajdavis10@gmail.com



Media Relations



Media Relations Activities

Year-Round Pitching

- Topics (ADT, dual enrollment, financial aid, career education)
- Multicultural
- Mediums

Quarterly Student Media Teleconferences

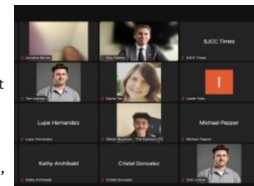
- Chancellor Speaks to the Students
- Timely Information
- Student Questions



Final Student Media Teleconference for 2022 Spring Semester

Anthony Vasquez, Reporter
April 27, 2022

The California Community Colleges Chancellor Eloy Oakley was present at the final Student Media Teleconference for the Spring Semester on April 19. The conference welcomed students, reporters, editors, and advisors to join and encouraged them all to ask Oakley any questions regarding plans and initiatives with



California Community Colleges

Informational Material and Collateral



Informational Material and Collateral

- Free to order and download
- Multiethnic and Multilingual
- Designed with the I CAN campaign look and feel
- Variety of items including:

Posters

Brochures

Pens

Folders

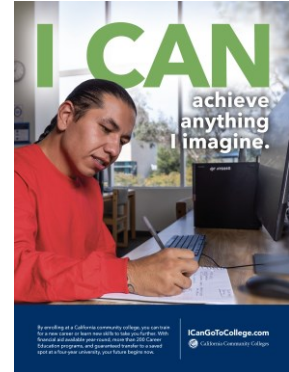
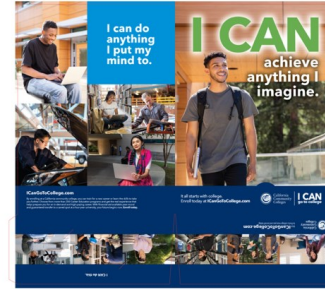
T-shirts

Backpacks

Water bottles

Notebooks

Business Cards



WEBSITE



California Community Colleges

Website

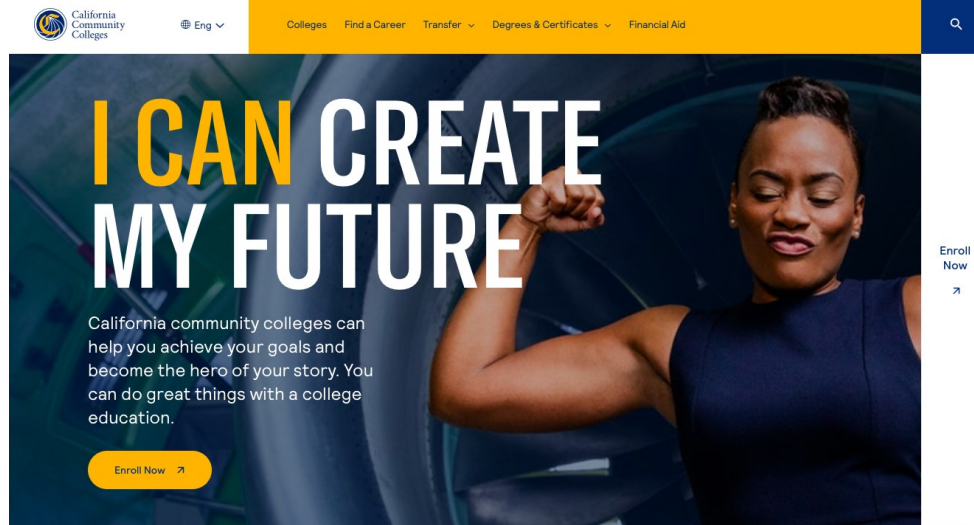
ICanGoToCollege.com

How are we doing?

- Analytics (July 2021 – February 2023)
 - Approx. 1.2 M unique visitors (~64,000 per month)
 - Approx. 242,000 transfer page visits (~12,740 per month – the second most visited page besides the homepage)
 - Approx. 40,000 visitors used the Transfer Tool (~2,100 per month)

Opportunities

- Post your college's transfer workshops or events to millions of visitors!
- Event posting – thank you to those who have posted events recently!
 - Please reach out to Amanda Davis for access or assistance with posting events at amandajdavis10@gmail.com



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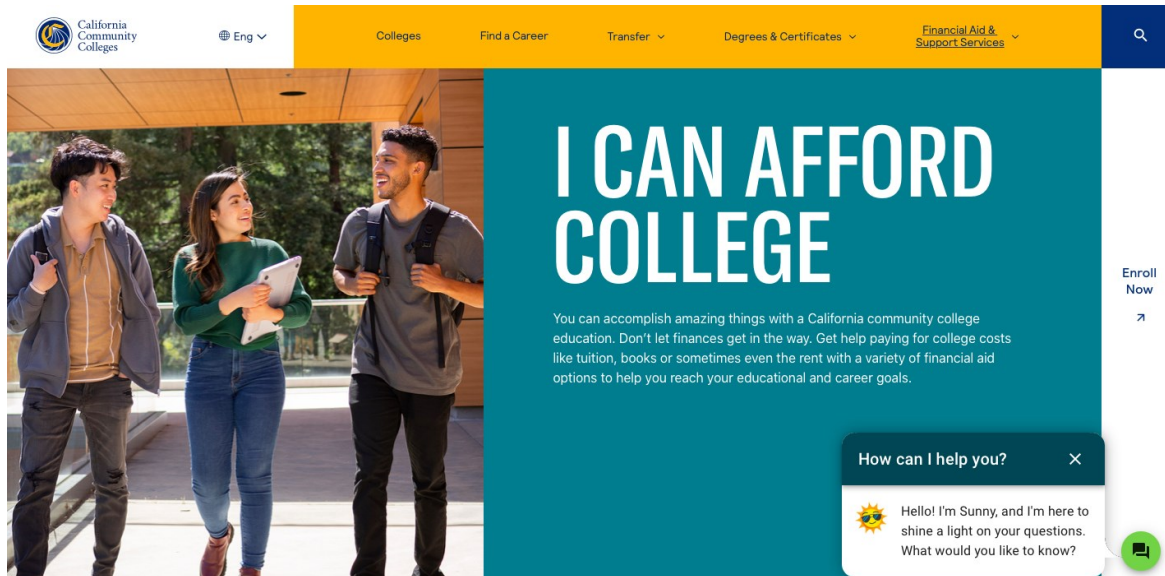
Website

Recent improvements

- AICCU's added to the Transfer Tool
- Student success landing pages
- Basic needs (college pages)
- ChatBot

Upcoming improvements

- HBCUs added to the Transfer Tool
- Korean site launch
- Usability testing – summer 2023
- New photos
- AB 1705 (student rights)



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LOOKING AHEAD

What's next:

- Awareness research
- Planning for the 2023-24 fiscal year
- Speakers Bureau
- High school counselor newsletters
- Website development and usability testing
- April - Community Colleges Month & Black Student Success Week
- Adult learners and adult education centers
- Campus in-reach and basic needs - retention
- Advertising
- Collateral development phase II



California Community Colleges

BRAINSTORM



QUESTIONS?

Contact: Paige Marlatt Dorr
Director of Communications
and Marketing

California Community
Colleges Chancellor's Office

pdorr@CCCCO.edu
(916) 601-8005

Contact: Amanda Joy Davis
Project Manager

California Community Colleges
Chancellor's Office

amandajdavis10@gmail.com
(916) 320-1469





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